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PUBLISHERS ASK LBJ TO END WAR

NEW YORK (AP) — A group of leading book publishers took a seven-column ad in the New York Times' Tuesday edition, calling on President Johnson to end the war in Vietnam now.

They told Johnson:

"The alternatives, as we see them, are that you will be remembered for a Pyrrhic military victory in Vietnam or that you will not be remembered at all because history will have been stopped forever by a world holocaust. . . .

"Let us stop bombing North Vietnam and start negotiating now."

The executive committee of Publishers for Peace in Vietnam was listed as Simon Michael Bessie, president, Atheneum Publishers: Arthur H. Wang, president Hill and Wang, Inc.; Daniel Melcher, President, R.R. Bowker Co.; Arthur J. Rosenthal, president Basic Books, Inc., and Thomas J. Wilson, director, Harvard University Press.

The names of many other publishing executives and librarians were listed in the advertisement.